

# Library Info Alert January/February 2008

Library Info Alert focuses on recent developments in the field of library science and information management in the United States. It contains summaries of articles from leading library-related periodicals and recommended Internet sites. The Library Info Alert is published by the Information Resource Centers in Germany.

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#### Featured Internet Sites

# Information Searches that Solve Problems. How People Use the Internet, Libraries, and Government Agencies When They Need Help

By Leigh Estabrook, Evans Witt and Lee Rainie (Pew Research Center, December 30, 2007)

http://www.pewinternet.org/pdfs/Pew\_UI\_LibrariesReport.pdf

This report emerges from a national survey that looks at how people use a variety of information sources to help them address some common problems that could be related in some way to government agencies and programs. The problems about which we queried included: dealing with a serious illness or health concern; making a decision about school enrollment, financing school, or upgrading work skills; dealing with a tax matter; changing a job or starting a business; and getting information about major programs such as Social Security, Medicare, and Medicaid. Leigh Estabrook is Professor Emerita, University of Illinois-Urbana-Champaign. Evans Witt is CEO, PSRAI. Lee Rainie is Director of the Pew Internet & American Life Project.

## Perceptions 2007: An International Survey of Library Automation

By Marshall Breeding January 31, 2008

http://www.librarytechnology.org/perceptions2007.pl

This report does clearly rank some products above others. But, as the author points out, readers need to evaluate the results "with the proverbial grain of salt. ... I worry that surveys like this one draw out the negative more than the positive. A survey provides an opportunity to vent against a vendor during a problematic episode, even when the relations with that vendor have been positive over the longer term." But he calls the survey "an important exercise" to gauge opinions on the current state of automation.

#### Article Alert

## 1. The Case for Knowledge Planners

By Marc Solomon

(Searcher, January 2008, Vol. 16, Issue 1, pg. 24)

Sometimes it seems like content suppliers and content demanders don't listen to each other. The suppliers hawk wares that don't fit the size or shape of what the user needs or wants. Most users wrestle with eliminating information glut. To hear (and hopefully steer) the conversation, let's add a new job requirement to the position of search analyst, web application designer, and intranet manager. Meet the new dynamic "knowledge planner"! Marc Solomon is Knowledge Coordinator with PRTM Inc.

### 2. Collaboration for Electronic Preservation

By Howard Besser

(Library Trends, Summer 2007, Vol. 56, Issue 1, pg. 216)

Resource-sharing and knowledge dissemination have been the driving forces behind late twentieth century preservation collaboration. But with the challenge of digital preservation that emerged at the turn of the twenty-first century, collaboration for the discovery of new ways of doing things took on increased importance. Collaborative projects tackled problems like developing new methodologies, establishing standards and best practices, and developing procedures and tools for areas such as emulation and data recovery. This article explains the different driving forces behind collaboration for preservation of electronic material1 and situates them within recent U.S. preservation and library collaboration history. It then provides two case studies of collaborative electronic preservation projects that the author participated in. Finally, it uses the experiences of those studies to identify a modest set of predictors for success in such future projects.

## 3. Constructions of Authenticity

By Heather MacNeil and Bonnie Mak (Library Trends, Summer 2007, Vol. 56, Issue 1, pg. 26)

Archivists and librarians play a critical role in preserving and making accessible cultural resources, but there is now an uncertainty as to whether their traditional expertise is sufficient when dealing with digital resources. This article looks at how the concept of authenticity has been constructed in traditional environments, and specifically by philosophers, art conservators, textual critics, judges, and legislators. It is organized around three broad definitions of authenticity: authentic as true to oneself; authentic as original; and authentic as trustworthy statement of fact. The article concludes that digital resources are comparable to traditional cultural resources such as art works, literary texts, and business records; they are in a continuous state of becoming and their authenticity is contingent and changeable. Heather MacNeil is Associate Professor and Chair of Archival Studies in the School of Library, Archival & Information Studies at the University of British Columbia. Bonnie Mak is Postdoctoral Fellow of the Centre for Medieval Studies and the Faculty of Information Studies at the University of Toronto.

# 4. 'Copyfraud' and Public Domain Works

By Carol Ebbinghouse

(Searcher, January 2008, Vol. 16, Issue 1, pg. 40)

Hilary Flower, one of the biggest fans of Kenneth Grahame's delightful The Wind in the Willows, provides an illuminating analysis. She discovered that her daughter's friends were reading an "adapted" version of the 1908 (public domain) work with words changed and even chapters missing! The offending series was called the Great Illustrated Classics. Carol Ebbinghouse is Law Librarian at the California Second District Court of Appeal, Los Angeles, CA.

#### 5. Crisis or Opportunity

By David Mattison

(Searcher, January 2008, Vol. 16, Issue 1, pg. 28)

In the context of an online environment, being a library publisher ranged from competing with the library's own university press by issuing monographs and journals under a library imprint to providing a hosting infrastructure and support for existing and new OA journals such as the University of Illinois at Chicago's Library does for First Monday (http://www.firstmonday.org). David Mattison is Private Records Archivist at the BC Archives, Royal BC Museum Corporation.

## 6. Defining Digital Sustainability

By Kevin Bradley

(Library Trends, Summer 2007, Vol. 56, Issue 1, pg. 148)

This paper investigates what is meant by digital sustainability and establishes that it encompasses a range of issues and concerns that contribute to the longevity of digital information. A significant and integral part of digital sustainability is digital preservation, which has focused on one technical concern after another as issues and fashions have shifted over the last twenty years. Digital sustainability is demonstrated as providing an appropriate context for digital preservation because it requires consideration of the overall life cycle, technical, and socio-technical issues associated with the creation and management of digital items. Kevin Bradley is a world expert on digital and sound preservation. His current position is curator of oral history and folklore and director, sound preservation, at the National Library of Australia.

### 7. Diacritical Issues for Multilingual Searching

By Susanne Bjørner

(Searcher, January 2008, Vol. 16, Issue 1, pg. 34)

Treatment of special characters by search sites can be very complex. There may well be a difference between what you see and what you can get. Susanne Bjørner provides editorial services to publishers, librarians, authors, and researchers worldwide from a base in Spain.

#### 8. Embryonic Web 3.0

By Woody Evans

(Searcher, January 2008, Vol. 16, Issue 1, pg. 12)

Search engines search for images via text - a methodology inefficient at best and grievously error-prone. If I search [Google] for "spider Jerusalem" images, I get results that have the words "spider Jerusalem" in the file name. If there's a picture of Spider beating up an alien saved as transmetjpg, the same image won't come up in my search

results. (My editor insists that I explain this allusion. Woody Evans owns WE.FIND, a private research company in North Texas, and writes. He's still a full-time librarian.

#### 9. Evaluation of Online Reference Services

By Jeffrey Pomerantz

(Bulletin of the American Society for Information Science and Technology, December/January 2008)

http://www.asis.org/Bulletin/Dec-07/pomerantz.html

Evaluation has always been a critical component of managing an online reference service; indeed, it is a critical component of managing any reference service or even any service, period. Reference, and particularly online reference, is highly resource-intensive work, both of librarians' time and of library materials. Evaluation is the means by which it can be determined if those resources are being used effectively. Jeffrey Pomerantz is an assistant professor in the School of Information and Library Science at the University of North Carolina at Chapel Hill.

## 10. Get an Information Attitude

By Bob Boiko

(Information Today, December 2007, Vol. 24, Issue 11, pg. 1)

The first of a three-part series on effective information leadership is presented. The person in charge of information could provide an alternative vision of driving technology expenditures toward the collection and distribution mechanisms that show the greatest return against established goals. Here are some things he can bring to the table: 1. Clearly articulate, and always push for, the "big picture" of how information serves goals and how systems serve information. 2. Make quick decisions that can be justified with compelling arguments. 3. Arbitrate between competing views, and have the authority to make the arbitration stick. Ultimately, the information leader can lead because he always knows what to do. For example, as leader of information, he should always be prepared to do the following: 1. Push a vision. 2. Push a strategy. 3. Promote. 4. Form plans. 5. Prioritize. 6. Evaluate. 7. Question. Bob Boiko is the founder and president of Metatorial Services, Inc., and is a senior lecturer at the University of Washington School.

## 11. Google 2.0 as 'Calculating Predator'

By Paula J Hane

(Information Today, January 2008, Vol. 25, Issue 1, pg. 1)

If you think of Google as a company that just does web search and advertising, think again. Google version 2.0 is a new type of company, according to search industry expert Stephen Arnold in his new study, Google Version 2.0: The Calculating Predator. Google 2.0 combines hardware and software engineering in a "network-centric application platform." Arnold says the term "calculating predator" was carefully chosen to illustrate Google's solid mathematical underpinnings and its insatiable predatory instincts. Google is a company built on mathematics. The company may be venturing into apparently new areas, but the development work has actually been ongoing for years. Arnold definitely does not recommend ignoring Google or attempting to fight it directly. The best way to work with Google is to push data to it and provide instructions, so the information can be useful to your users. Arnold calls it a "surf on Google" approach. Paula J. Hane is Information Today, Inc.'s news bureau chief and editor of NewsBreaks.

# 12. Guarding Against Collective Amnesia? Making Significance Problematic: An Exploration of Issues

By Annemaree Lloyd

(Library Trends, Summer 2007, Vol. 56, Issue 1, pg. 53)

A nation's collective consciousness relies on the traces of memory collected by institutions such as libraries, archives, and museums. Such institutions have a responsibility to preserve documents and objects that reflect individual and collective endeavors and that have had an impact on culture and society at national, regional, and local levels. Institutions need to assess documents and objects against criteria that, in effect, "name" these items as significant. This paper suggests that neither the concept of significance nor the process of assessing significance is benign; both should be seen as areas of tension and contestation. Annemaree Lloyd is a Senior Lecturer in the School of Information Studies at Charles Sturt University, Waqqa Waqqa, Australia.

## 13. Implementation of Professional and Ethical Standards

By Pnina Shachaf

(Bulletin of the American Society for Information Science and Technology, December/January 2008)

http://www.asis.org/Bulletin/Dec-07/shachaf.html

Virtual reference, which allows users to connect easily with librarians online, is becoming popular. Librarians answer thousands of questions every day over the Internet. As the service matures, professional associations publish standards that provide professional guidelines to improve the quality of the services. This article focuses attention on the quality of these e-services in light of professional and ethical standards in the field. It examines the extent to which librarians adhere to professional and ethical guidelines and the role that virtual reference plays in providing services to diverse user groups. First, it discusses adherence to the professional standards and shows that the professional behaviors of librarians vary depending on user, institution and request types. Then, it discusses the extent to which librarians provide equitable online reference services to diverse users groups and the inconsistent findings from empirical research.

## 14. Information Organization Future for Libraries

By Brad Eden

(Library Technology Reports, Vol. 43, Issue 6, 2007)

As library technologists and librarians are well aware, since the advent of the Internet, the relationship between the user and his/her library has changed. In this issue, the author focuses "not only on current initiatives around 'reinventing' the OPAC and all of its attendant possibilities (provided in the context of economic realities)," but, in the report, Eden also looks at "opportunities to get away from the OPAC and focus resources on new areas, such as 3D information visualization, mass digitization, Library 2.0, and metadata related to digital resources." In this issue of Library Technology Reports, you'll find: a chapter on Essential Resources: Electronic Mailing Lists, Blogs and Wikis, and other Tools; a chapter on Reinventing the OPAC, an annotated listing of papers, articles, reports, lectures, presentations, Web sites, even a music video, providing a range of perspectives on the future of the library catalog; and a chapter on Library 2.0 resources. Brad Eden is Associate University Librarian for Technical Services and Scholarly Communication at the University of California, Santa Barbara.

#### 15. Libraries Shun Deals to Place Books on Web

By Katie Hafner

(The New York Times, October 22, 2007)

http://www.nytimes.com/2007/10/22/technology/22library.html

Several major research libraries have rebuffed offers from Google and Microsoft to scan their books into computer databases, saying they are put off by restrictions these companies want to place on the new digital collections. The research libraries, including a large consortium in the Boston area, are instead signing on with the Open Content Alliance, a nonprofit effort aimed at making their materials broadly available.

# 16. Now What Do I Do? Some Reflections on Becoming a First-Time Public Library Director

By William Fisher and Lisa Rosenblum

(Library Administration & Management, Winter 2008, Vol. 22, Issue 1, pg. 15) The authors discuss the professional responsibilities of a new public library executive. For this purpose, they review some of the most pertinent literature on the matter, explore information gathered from "seasoned" public library directors, and compare these sources with the recent experiences of a first-year public library director. Among other points, the literature provides attribute-oriented approaches (as exemplified by Corbus, Sager, and Young, Powell, and Hernon) and task-oriented approaches (as exemplified by Mahmoodi, King, Cottam, Gertzog, Beckerman, Todaro, and Jordan) to what a library director should do. Both approaches are validated by current directors, as exemplified by the comments from the ULC group. Certainly, a director needs an overarching vision for his or her library and the role it plays in the life of the community. At the same time, the director also needs to be an effective project manager to ensure things get done. Additionally, it is widely acknowledged that communication and interpersonal skills are essential--whether with colleagues and coworkers, governing boards, community groups, or city officials. William Fisher is Professor, School of Library & Information Science, San Jose (Calif.) State University. Lisa Rosenblum is Director, Hayward (Calif.) Public Library.

## 17. The Paradox of Preservation

By Michèle V Cloonan

(Library Trends, Summer 2007, Vol. 56, Issue 1, pg. 133)

This article explores historical, political, and professional paradoxes that underlie efforts to preserve cultural heritage. These paradoxes are illustrated through five case studies: the discovery of the Nag Hammadi bindings, approaches to the preservation of Auschwitz, the Danish cartoons depicting Muhammad, the destruction of the Bamiyan Buddhas, and the creation of a protective structure for the Hamar Cathedral ruins. Although it is not possible to preserve everything, it is suggested that the shift from the traditional custodial model of caring for collections to one with greater community input may lead to new preservation strategies-and to new ways of defining preservation. Michéle V. Cloonan is Dean and Professor in the Graduate School of Library and Information Science at Simmons College, in Boston.

## 18. A Peek at the World Digital Library Prototype

By Jim Ashling

(Information Today, December 2007, Vol. 24, Issue 11, pg. 24)

Digital libraries are springing up regularly around the world: those with digitized images of existing print materials and those offering access to "born digital" texts. They range

from the output of a single publisher to special collections of a national library to the complete cultural output of the entire continent of Europe. However, an even broader vision of a World Digital Library was brought one step closer to reality at a signing ceremony in Paris last October. The library will digitize unique and rare materials from libraries and cultural institutions around the world and make them available free of charge on the Internet. These materials will include manuscripts, maps, books, musical scores, sound recordings, films, prints, and photos. The World Digital Library Web site currently showcases a brief video highlighting features that are likely to be incorporated. In other news, the European Commission intends to reform European Union telecommunication rules to provide its 500 million citizens with better and cheaper communications wherever they live or travel within the European Union. Jim Ashling runs Ashling Consulting, an independent consultancy for the information industry.

#### 19. Promoting Arts Education in Libraries

By Lauren Mandel

(Public Libraries, November/December 2007, Vol. 46, Issue 6, pg. 59)

In a 1997 study, James S. Catterall finds that students with higher exposure to the arts are likely to succeed in school and to be civic minded individuals.1 Morgan P. Appel agrees that arts are fundamental to all academic disciplines and necessary for raising well-rounded children, as does Aviva Ebner, who suggests librarians may work to promote whole child education.2 Despite these assertions, evaluation of the Education Commission of the States' (ECS) State Notes shows a surprising lack of emphasis on arts education in the United States. Catterall's 1997 analysis of the 1988 National Education Longitudinal Study conclusively links high levels of arts exposure and education with high levels of academic achievement, positive attitudes toward community service, and lower drop-out rates.3 Catterall also effectively shows that these findings remain consistent when evaluating only students with similar, low socio-economic status. Lauren Mandel is a doctoral student at the Florida State University College of Information, Tallahassee, and the former Reference and Children's Services Supervisor at the Hialeah (Fla.) Public Library.

## 20. State of the Union

By Peggy Garvin

(Searcher, January 2008, Vol. 16, Issue 1, pg. 8)

It's an exciting time in the online government world. On the search side, the federal government portal USA.gov has implemented Vivisimo's clustering engine and made searching across the vast government web space a much easier task. Use the sort-re suits-by-agency feature to love your life as a searcher. Peggy Garvin is with Garvin Information Consulting.

## 21. The Value of Fair Use

By George H. Pike

(Information Today, December 2007, Vol. 24, Issue 11, pg. 17)

As the Internet and digital content have grown, so has the threat to the fair use of copyrighted material. Content owners who see digitization as a threat have also used digital rights management technologies to control use of their content. Legal protections for copyright owners have also been strengthened. The Digital Millennium Copyright Act bars any attempt to circumvent copy protection technologies. However, fair use in the academic arena continues to be a problem. Fair use remains a challenge in the digital age. As in most recent years, there are several proposals now before Congress that purport

to strengthen fair use or strengthen copyright owners' rights. George H. Pike is director of the Barco Law Library and assistant professor of law at the University of Pittsburgh School of Law.

# 22. Virtual Reference to Participatory Librarianship: Expanding the Conversation By R. David Lankes

(Bulletin of the American Society for Information Science and Technology, December/January 2008)

http://www.asis.org/Bulletin/Dec-07/lankes.html

Few would question the assertion that a reference interaction is a conversation. Be it online, over the phone or in person, the core of a reference interaction is interpersonal communication. However, the true power of this conversation basis has yet to be fully explored. This article seeks to introduce a series of assertions and questions acknowledging that the foundation of reference is a conversation for learning. R. David Lankes is an associate professor in Syracuse University's School of Information Studies and director of the Information Institute of Syracuse.

## 23. W(h)ither Libraries? The Future of Libraries, Part 1

By Bonnie A. Osif

(Library Administration & Management, Winter 2008, Vol. 22, Issue 1, pg. 49)
There are many scenarios of the future—the future of schools, food, energy, the workplace, and libraries. Many predict a world vastly different than the one people inhabit. Among several options is the common scenario of the disappearing library. Here, the author presents possible futures of the libraries by first taking a look backward to a few past writers to see what they had to say, and then examines resources from the last few years for another look at the future of books, data bases, libraries, and librarians. Bonnie A. Osif is Assistant Engineering Librarian at Pennsylvania State University in University Park.

## 24. Why Isn't Print Dead ... Yet?

By Barbara Quint

(Information Today, January 2008, Vol. 25, Issue 1, pg. 7)

Academics now expect and prefer to read journals online. Societies typically offer free or sharply discounted subscriptions to their print journals that were "included-in-yourdues." While the demise of print has long been predicted, it is noticed that not all the paper and pulp producers have closed their factory doors or sold all their forests to developers. Print's survival certainly remains an issue of interest for all kinds of information professionals. The last great holdout for print dominance remains books. Everyone is waiting for ebooks to become the tipping point leading to an all-digital reality. That day may come, but maybe not that soon. Ebooks remain unloved. Meanwhile, back in the world of public domain content, digitization continues to march along. Barbara Quint is editor of Searcher magazine.

# 25. Youth, Public Libraries, and the Internet - Who Visits the Public Library, and What Do They Do There?

By Melanie Kimball, June Abbas, Kay Bishop and George D'Elia (Public Libraries, November/December 2007, Vol. 46, Issue 6, pg. 52)
This article is the third in a series of four that report the findings of a survey conducted in 2003 by a team of researchers from the University at Buffalo, State University of New York (SUNY), designed to investigate the impact that youth's use of

the Internet and the Web has had on their use of the public library. This article will provide the findings of the data analysis that show how frequently youth reported using the public library, demographic characteristics of public library users and non-users, how frequency of use and demographic characteristics of library users relate to one another, what activities youth engage in when they visit the library, how Internet use at home affects activities engaged in at the public library, and the relationship between frequency of library visits and activities engaged in at the library. Melanie Kimball is an Assistant Professor, June Abbas is an Associate Professor, Kay Bishop is an Associate Professor, and George D'Elia is a Professor in the Department of Library and Information Studies at the State University of New York at Buffalo. omprehensive view of web accessibility standards and laws as they apply to academic libraries.

#### Announcements

#### Selected Events:

For more upcoming events and further information, please check: <a href="http://german.frankfurt.usconsulate.gov/veranstaltungen.html">http://german.frankfurt.usconsulate.gov/veranstaltungen.html</a>

6. Februar 2008, 19:30 Uhr

**Lesung: Matt Ruff (in englischer Sprache)**Moderation: Anna Leube, Hanser Verlag

English Theatre, Kaiserstr.34, 60329 Frankfurt

Tickets: € 7

Reservations: 069-242 316-20

E-mail: Box-office@english-theatre.org

Matt Ruff, born in 1965 in Bayside, Queens, graduated from Cornell University. His first book, Fool on the Hill, gained an early cult following which continues to this day. His second book Sewer, Gas & Electric: The Public Works Trilogy helped him to become a fully settled fictional writer and gained him a reputation not only in the United States, but also in Europe. His books became underground bestsellers. His third book Set This House in Order: A Romance of Souls was long-listed for the 2005 International IMPAC Dublin Literary Award and won the 2003 James Tiptree, Jr. Award, a PNBA Book Award, and a Washington State Book Award. Ruff is also the recipient of a 2006 Endowment For the Arts Literature Fellowship in Prose His latest novel Bad Monkeys was published on July 24, 2007 by HarperCollins.

### 13. Februar 2008, 18:00

## Schule, Job, Praktikum oder Studieren in den USA

Vortrag mit anschliessender Fragestunde

Koblenz, Stadtbibliothek-Koblenz, Dreikönigen-Haus, Kornfortstraße 15 Renate Vollmer von EducationUSA/US-Generalkonsulat Frankfurt informiert und berät zu USA Aufenthalten.

Veranstalter: Deutsch-Amerikanischer Club Koblenz e.V. (DAC) in Zusammenarbeit mit der Partnerschaft Koblenz-Austin/Texas e.V. (PKA)

Mit Unterstützung der Stadtbibliothek-Koblenz

Eintritt: frei

## 13. Februar 2008, 19:30-21:30 Uhr

AmCham Germany Election Talks: What drives the US Election 2008? Trends, Tendencies and Outlooks on German-American Ties (in englischer Sprache)

Studio Hessischer Rundfunk, Neue Mainzer Str. 52-58, 60311 Frankfurt

Kostenbeitrag: €35 für AmCham Mitglieder / €50 für Nicht-Mitglieder

Anmeldung bis 8. Februar. Das ausführliche Programm mit Anmeldeformular finden Sie unter <a href="http://german.frankfurt.usconsulate.gov/root/pdfs/021308\_amcham\_election.pdf">http://german.frankfurt.usconsulate.gov/root/pdfs/021308\_amcham\_election.pdf</a>

With a series of political talks the American Chamber of Commerce Germany will actively monitor the 2008 presidential election process in the United States of America. You are cordially invited to the first panel discussion in Frankfurt two weeks after the so-called "Super Tuesday". Experts will discuss the most current trends, tendencies and developments with regard to the status quo of the election campaigns. They will give a survey of the parties' candidates and analyze the relevance the election results will have for German-American relations.

#### 24. Februar - 25. Mai 2008

Ausstellung: "Sofi Žezmer - REM Phase" (Eröffnung 24.2., 11:30 Uhr)
Museum Wiesbaden, Friedrich-Ebert-Allee 2, 65185 Wiesbaden
Öffnungszeiten: Di 10:00-20:00, Mi-So und an Feiertagen 10:00- 17:00, Montags und am 1.5. geschlossen.

Die Ausstellung der in Wiesbaden lebenden Amerikanerin Sofi Žezmer fokussiert raumbezogene Installationen und Skulpturen, die eine Art Parallelwelt bilden zur Vielfalt der Wirklichkeiten in unseren heutigen globalen und hoch industrialisierten Kulturen. Ihr Arbeitsmaterial findet die in New York ausgebildete Künstlerin in rohen und geformten Kunststoffen der Massenproduktion, z.B. der Medizin, der Sportartikelbranche oder auch des Produkt Design, die sie ihrer ursprünglichen Bedeutung entkleidet und zu poetischen farbigen Hybrid-Objekten zusammensetzt.

NOTE: Library Info Alert is available to subscribers only. You may contact us through e-mail to order the requested material. Full text of articles will be sent to you as soon as possible.

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